SIERRA MADRE NEWS

VOL. V — SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, MARCH 7, 1913 — NO. 23

MANY PLANS FOR PLANTING STREET TREES

To give the municipal park commission information on which to proceed with the necessary legal steps was the purpose of the action taken at the last meeting held in the interest of street tree planting. It was voted that all street chairmen should place their reports as soon as possible with Mayor Jones who is ex-officio chairman of of the park commission. It will then be up to the park commission to harmonize as far as possible the wishes of the property owners and to work out a street planting scheme which will be satisfactory to as large a number of people as possible.

The gentle tasks of the ice man would seem to be a sinecure compared to the burdens which will fall upon the shoulders of the park commissioners. But to secure a working measure of harmony does not seem to be an impossible task.

Varying Plans Offered.

Various plans of street beautification have been suggested, the chief differences being illustrated by those who demand stately shade trees in unbroken rows, and those who demand flowering shrubs or other low growing plants which will not obstruct Sierra Madre's matchless views. Between these two extremes are varying shades of difference in opinion as to what is best.

While it may be difficult to bring strong proponents of the extreme views together there seems no reason to fear bloodshed over the matter. Several plans have been suggested which seem to offer possible grounds for compromise. Some propose an attractive flowering tree which will shed its leaves in winter when atmospheric conditions make the views best, to be alternated with a palm. For streets where deciduous trees are not desired it has been suggested with Celtic logic that "every alternate tree should be a shrub." The resulting spaces would permit unobstructed vision of the valley.

It is urged by some that occasional tall trees accentuate the beauty of the view and another proposal is to plant low growing trees or shrubs along the blocks, with a group of tall trees at each intersection. Still another plan suggested is the planting of tall trees only on streets running north and south, whether closely or at intervals.

Alternating Varieties

There is an evident tendency to plant two kinds of trees on streets and highways. This has been observed in the county highway work which will complete a hundred miles this year, and in cities where street beautification has been best managed. There are many shrubs recommended for street use, a favorite being the hybiscus trimmed "standard," because of its continuous blooming. The choice of flowering trees, technically classed as shrubs, for the county roads has resulted in a demand for many varieties not generally classed as street trees, among them the acacia bayliania, the pittisporum, the jacaranda and the red eucalyptus. That the beauty of Sierra Madre would be greatly enhanced by long lines of flowering trees or shrubs is urged by their advocates, while others are equally firm in the belief that only stately shade trees are to be considered.

Fortunately little opposition has been encountered to the street beautification campaign. The chief difficulties are indifference and inability to agree on methods. The campaign has had the effect of arousing a great deal of interest, however, which it is hoped will encourage the park commission and city trustees to undertake the legal steps necessary to put the plans into operation when they are once worked out.

As an aid to property owners interested the city trustees have directed the city engineer to provide every property owner with the tree line as well as the sidewalk grade upon request. There have been numerous complaints of the conditions of the sidewalks and it is thought that this step will result in improvement in many cases.

EPISCOPAL SERVICES

Church of the Ascension, the Rev. Dr. George H. Cornell, Rector. Passion Sunday: Sunday School, 9:45 a. m.; morning prayer and sermon, 11 a. m.; subject of sermon, "The Way of Calvary—Despised and Rejected." Prayer and sermon on Wednesday evening, March 13, Archdeacon Marshall being the preacher. Litany and address on Friday at four-thirty. All are cordially invited.

HOME OF TRUTH

"The New Evangelism" is the subject of the discourse to be given on Sunday at three o'clock at the Home of Truth, 493 Auburn Avenue, Harriet C. Hamor conducting the services. Every one is cordially invited to be present at these meetings. Sunday School at two o'clock.

WASTING OF FORESTS

LOSS THROUGH FIRE AND WASTE IN A SINGLE YEAR IS APPALLING

Forest fires in the United States have caused an average annual loss of $25,000,000 through destruction of trees alone, and the loss of stock, crops, buildings and other improvements amounting to many millions more, according to a recent bulletin issued by the Forest Service. To these must be added enormous losses from destruction of young tree-growth, deterioration of the soil, damage to watercourses and adjacent property by low water and flood, damage through impairment of water supplies in irrigation districts, and interruption of business, and depreciation of property, the magnitude of which is realized in some degree although the amount may not be appraised in dollars and cents.

In working up this study all the forest fire statistics known to exist were drawn upon, and a system of standardization worked out for the government which will give to future generations data covering the causes, extent and effects of forest fires, far more complete and accurate than records kept heretofore.

While statistics are not sufficiently complete to justify a positive statement of the actual depletion of our forest resources through fire, they are more than sufficient to prove that this loss is truly appalling. In round figures, the land area of the United States is 1900 million acres, of which only about two-fifths is forested. Three-fourths of the original stand has been culled or cut, and the present rate of destruction is about three times that of the growth. At present the stand is about 2200 billion board feet. The annual cut is about 100 billion board feet, and the loss from fire, covering 10 million acres, varies according to whether the greater areas are virgin forest, cut lands, or reburns. We are prodigal of our heritage, both principal and interest. We cut each year 3½ per cent of the stand and burn almost all if not all of the young growth.

WOMAN'S CLUB NOTES

Among the many pleasant things said of the banquet given by the women of the club to the Board of Trade last Friday evening, perhaps the most enthusiastic were the praises of the decorations, which transformed the auditorium into a bower of green and yellow. Mrs. Gay was assisted by Mrs. Krebs, Mrs. Staples, Mrs. Montgomery and others in this "house committee" work.

Mrs. Fairbank, chairman of programs, announces that the March program will be devoted to literature. On next Monday the subject will be "The Bible as Literature," presented by Professor Mary Cunningham of Occidental College.

On Monday, March 24, Mrs. H. T. Fennell will review a new and much discussed book, "In the Courts of Memory," by Lillian de Hagerman Lindencrone. This is anticipated with much interest. The book committee, of which Miss Woodward is chairman, will have charge of this program, the latter part of which will be an informal book party. Every member is requested to dress or wear a symbol representing a book, and to join in the guessing contest.

Tentative announcement is made of a recital to be given by Miss Janet Stevenson, during Easter week, and it is hoped that this musical event will materialize, giving the many friends of this gifted Sierra Madre girl an opportunity to hear her before her departure for Europe.

A festivity planned for Easter week is a barn dance.

The work of three committees is resulting in three slogans, "Boost the Flower Show," "Trap the Fly" and "Plant Trees." It is hoped it will be easier to do these things than to combat the enthusiasm of the several leaders in these lines of work, and that much of benefit to the city will show in results. COR.

The Eleven and One Club held an enjoyable meeting on Tuesday evening at the home of Miss Mildred Sherman. A pleasant evening was spent with music and needlework and refreshments were served later in the evening.

"So you were deeply touched by the poem young Mr. Guffson wrote to you?" said Maude. "Yes," answered Mamie. "But it was not a good poem." "I don't care. It was just as much trouble for him to write it as if he had been Shakespeare."—Judge.

"I met a remarkable woman yesterday." "This is the age of remarkable women." "But this woman was extraordinary remarkable. She thought her husband had enough intelligence to run the furnace."—Chicago Record-Herald.

"What I admire about Briggs is the fact that he says what he thinks." "Which probably accounts for another one of Briggs's traits that I admire very much." "And what is that?" "His silence."—Birmingham Age-

IDLE LAND PROBLEM

SHOULD OUR TAX SYSTEM ENCOURAGE THE HOLDING OF VACANT PROPERTY?

In a recent message sent by Mayor Preston of Baltimore to the aldermen of that city the following interesting passages dealt with the problem of unimproved land, which confronts every city, especially on the Pacific Coast:

There are times when a municipal administration should adopt some positive policy in connection with certain phases of the tax problem. Despite the hazards which attend the advocacy of any positive proposition, it is the duty of a mayor, when he sees the welfare of his city involved, to call the public's atttention to every problem which demands inquiry or solution.

It is obvious to anyone that nonproductive or non-improved land within the limits of the city is undesirable. Speculation in land should be discouraged, especially where the future advanced value of the land is not expected to result from the energy or enterprise of the land-owner himself, but is expected to accrue entirely by reason of external conditions. It often happens that vacant land becomes very valuable by reason of the growth and development of the surrounding territory, or by reason of general municipal improvements, neither of which is accreditable to any work or enterprise on the part of the owner of the vacant land.

The mere naked holding of vacant land is bad practice. Land should be developed and improved as rapidly as possible. A premium should crown the efforts of the land-owner who builds, not the land owner who simply holds. Every encouragement should be given towards inducing a rapid improvement of land. Every discouragement should be directed against the stubborn or persistent land-owner who will not himself undertake improvements or who will not permit others to do so except upon the payment of some highly inflated price.

Taxes on improved property should be made as light as possible. Taxes on unimproved property should be made sufficiently heavy to make the question of improvement a better paying proposition to the owner than could possibly result from a mere naked holding. I have no intention just now of presenting any specific plan to meet such a situation. I do feel, however, that some change in our tax system or in our assessment system, should be evolved—such as will remedy any existing defects.

A proper adjustment of the assessment and taxation practice as applied to vacant land, with the view of making an unnecessarily protracted vacancy both unprofitable and undesirable, is both timely and wise. It would prove to be a good municipal policy in a diversity of ways. Its ultimate bearing on improved property would be to relieve to some degree the weight it has to carry.

PASSING OF MRS. LOCKHART

Mrs. Mary A. Lockhart passed away on Tuesday at five o'clock at the home of her daughter, Mrs. S. R. Norris. She had celebrated her eighty-first birthday but a fortnight previous, in the company of members of her family and a few friends, and her final illness had confined her to her bed but a week. Mrs. Lockhart came to California twenty-seven years ago from Cleveland, Ohio, and had spent most of the time since in Sierra Madre. For several years she had resided at the Norris home. She was universally loved and respected. She leaves three children to mourn her loss, Mrs. M. C. Taylor of Redlands, Mrs. S. R. Norris of Sierra Madre and Mr. D. H. Lockhart of Pasadena, also the following grandchildren: Hazel, Hilda and Marjore Lockhart, Miss Marion Decker, Mrs. W. P. Dennison and J. George Norris. Funeral services were arranged for this afternoon at the Norris residence. Rev. Innwood of Santa Ana conducts the service, Miss Cook singing "Sweet Be Thy Rest." The remains will be laid to rest in Mountain View cemetery, Pasadena, the pall bearers being Messrs. S. R. Norris, Charles Baker, D. H. Lockhart, W. P. Dennison, J. George Norris and M. C. Taylor.

CONGREGATIONAL CHURCH

"Being a Christian, as Conceived and Taught by Jude," will be the theme of the discourse at the Congregational Church next Sunday morning.

In the evening the service will be under the auspices of the Women's Missionary Society of the church. There will be addresses by some who have had experience in the work on both home and foreign fields. Special music will be provided, and an interesting and profitable service may be expected. All are cordially invited. The annual thank offering of the ladies will be received and all may contribute to the fund.

The C. E. meeting, at 6:30 on Sunday evening, will be a leaderless meeting. The topic is "Obeying Conscience."

FLOWER SHOW NOTES

Pessimists who feared Sierra Madre would have no flowers in time for the spring show have been routed by this week's sunshine. It has started the buds in every garden and there is every reason to think the showing on April 17, 18 and 19 will be one to be proud of. The weekly meeting of the committee scheduled for next Monday evening will be postponed to avoid conflict with the Board of Trade meeting.

Postcards announcing the changed dates will be available Saturday at the News office and at eseveral stores.

It is said by the committee that it is not too late to put in young plants that can be obtained at the nursery and can be depended upon for blossoms in April.

Every effort should be made to encourage the visits of strangers during flower show week. Sierra Madre should look its best at that time and visitors should receive lasting impressions of the permanent advantages offered here.

SPRING FLOWER SHOWS

Pacific Garden.—The Pasadena Horticultural Society and the Woman's Club of Sierra Madre will hold their annual spring exhibitions at the same time this year, April 10, 11 and 12. (Sierra Madre date since changed to avoid conflict.) The first named will be held at Hotel Maryland, the second in the clubhouse of the association.

There seems to be a notion in the minds of many people that because of the severe freeze in January there will be a paucity of bloom at the time of these exhibitions. This is an error. Bulbous rooted plants were not injured the least. All hardy flowering shrubs will be in evidence as in other years. At this writing the beautiful Cantua Buxifolia is as gorgeous with its tubular crimson colored flowers as in the years gone by. It may not be in bloom so late in the season as April. Yes, despite the freeze we shall have flower shows worthy the name. As a matter of fact not half of the varieties and species of flowers that have been in bloom at the time of flower shows during past years have been put on exhibition.

BOARD OF TRADE

Next Monday evening, March 10, is the date for the regular monthly meeting of the Sierra Madre Board of Trade. With the great increase in the membership roll during the past few months a large attendance is expected.

MOTION PICTURE PLAYS

"Rip Van Winkle," shown by two reels of film will be the feature at the Woman's Club House on Thursday, March 13. Music afternoon and evening by Miss Hathorn, pianist. The music for Saturday, March 9, cannot be announced at this time but it is hoped some good vocal selections will be heard.

BOARD OF TRADE BANQUET DRAWS APPRECIATIVE CROWD

The fourth annual banquet of the Sierra Madre Board of Trade held last Friday evening was fully up to the high standard set on previous occasions in every respect. More than 100 men sat down to the tables in the beautifully decorated auditorium of the Woman's Club House and after a rarely delicious dinner enjoyed a program of spirited after-dinner talks by visitors and townsmen.

Responding to the invitation to come early, the crowd gathered in the lobby and parlor for a half hour of good fellowship, enjoying the opportunity to get acquainted with visitors and newcomers. As the auditorium doors were swung open the sight which met their eyes inspired many exclamations of delight. The room was never more effectively decorated. Pepper foliage and acacia blossoms were used in profusion overhead, covering the rafters and being suspended in huge baskets. Red shaded electric lights were strung across the room. The tables were decorated in keeping with the rest.

Banquet Perfectly Planned

No more delicious or better appointed banquet could be wished for. It was a turkey dinner with all the fixin's, served in so many courses that the scribe lost count. Everything came to the tables just right, even the soup being neither too hot nor too cold. The tables were served by members of the Woman's Club and a number of younger ladies. It was remarked that if woman's club work does not interfere with the ability of the participants to prepare such a repast as that, it must be pure fiction to even suggest interference with home duties.

Wit and Wisdom

President Tarr of the Board of Trade presided, the program of speeches being more or less in formal. In the course of his remarks introducing the speakers he took occasion to urge the importance of some enterprises for the Board and the municipality, among them the extension of Huntington Drive to Sierra Madre and the acquisition of park property at an early date.

H. H. Kinney, editor of the Pomona Times, was the first speaker and he assured his hearers that his paper always told the truth whether this one does or not. He then delivered a splendid talk on optimism as the mainspring for the accomplishment of big enterprises and for the effecting of needed reforms in civic and economic conditions.

H. T. Fennel expressed surprise at being called on, but said the appreciation of Sierra Madre which led him to locate here recently made him feel certain of the future of the community. He pledged his co-operation in the work of upbuilding.

Judge Evans of Monrovia has become one of the regulars at these annual banquets. He responded with a few characteristic stories.

South Pasadena was represented by Mr. Sutton, whose remarks were chiefly introductory of Mr. McStay, who spoke for the Los Angeles Chamber of Commerce. The latters' remarks were by all odds the best ever heard here from a representative of that body. He said that if they could provide guests with such banquets they would have 35,000 instead of 3500 members. He told in an interesting way of the methods of the Los Angeles body in securing legislation and promoting the general welfare of the southwest, pledging its assistance to enterprises of the local body.

E. J. Webster responded to the call for remarks with a resume of his fifteen years of globe trotting and his search for a winter home, which led him to locate in Sierra Madre. His word pictures were vivid and his enthusiasm contagious. He expressed a desire to have a hand in whatever makes for the upbuilding of the community.

The last speaker was Rev. W. H. Hannaford, who considered himself an old timer after eight months residence. His remarks were full of humor to lend point to his pleas for community building on a plan which takes into account the deeper things of life as well as the material things which make for show.

Accounts of the affair would be incomplete wthout mention of President Tarr's reference to Secretary E. F. Ballou as our Frank Wiggins, with especial stress on his work for an adequate membership roll.

HELPING STATION

The social service committee wishes to say that after March 17 the Helping Station on Windsor Lane will be opened to the public. It has been thoroughly fumigated and cleaned. Mrs. Jensen will have charge of the station and will be pleased to give advice and help to all during her office hours which are as follows: From 8 to 9 in the morning, 4 to 5 in the afternoon.

The station needs chairs, tables and a desk, and we will be very much pleased if the public will bring or telephone Mrs. Jensen if they have furniture which they are willing to give.

Please take cooked food or vegetables to the station and Mrs. Jensen will be very glad to distribute them.

The station will be supplied with good reading and writing material and we will be glad to have anyone take advantage of this feature.

COMMITTEE.

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The News liner column is growing. Pretty good proof that it pays those who use it.

Brief Items of Interest

Born, to Mr. and Mrs. Holt Gregory on Sunday, March 2nd, a son.

Mrs. T. E. Yerxa has gone to Arrowhead Springs where she expects to remain a short time.

Miss Ruth Le Bar of Delaven, Wis., is a guest for some time at the home of Mr. and Mrs. George Coapman.

J. H. Nightingale returned this week from San Francisco and is enjoying the luxury of home life once more.

Raymond Peterson of Portland, Oregon, arrived Tuesday for a visit at the home of his aunt, Mrs. Howard Hill.

Mr. and Mrs. E. C. Carhart of Los Angeles were week end guests at the home of Mr. and Mrs. William Lawless.

Dr. and Mrs. W. H. Hoyt of Sioux City, Iowa, were the guests at the home of Mr. and Mrs. G. H. Cornell on Tuesday.

Miss Annis Coffey and Miss Lisle Smith attended the Reciprocity session of the Whittier Woman's Club on Wednesday.

Mr. and Mrs. O. H. Meredith and Miss Helen Meredith of Los Angeles visited on Sunday at the home of Mrs. S. C. Davis.

Miss Edith Blumer left Thursday for Nordhoff where she will remain a short time as the guest of her sister, Mrs. William Thacher.

Mr. and Mrs. J. B. Morrow and Miss Helen Morrow of Los Angeles were guests on Sunday at the home of Mr. and Mrs. William J. Lawless.

Miss Ida Munsell has returned from the east, where she has been for several months, and will be a guest at the home of Miss T. H. Graham.

Miss Jean Scott spent the week end at the San Ysidore Ranch, Santa Barbara, as the guest of Mrs. S. V. Fitz Simmons of Rochester, New York.

Mr. and Mrs. Fred Paulson and daughter and Mrs. William G. Jones were guests over the week end at the home of Mr. and Mrs. C. W. Jones.

Mrs. J. T. Mason has returned from La Jolla where she has been for the past month and will be a guest at the home of her daughter, Mrs. George H. Letteau.

Col. and Mrs. S. A. Moore leave today for Balboa where they expect to make their home. They will be greatly missed by their large circle of friends in Sierra Madre.

Mr. and Mrs. Ernest Yerxa entertained informally on Wednesday evening at their home with cards. Those present were Mr. and Mrs. F. W. Neutzel, Miss Tillie Nuetzel and Mr. Moran.

Prof. and Mrs. John Hart entertained with supper on Tuesday at their home, the event being complimentary to Mrs. S. C. Wilson and Mrs. Frank Wolfe of New York. Covers were also laid for Mr. and Mrs. J. G. Blumer, Miss Edith Blumer, Miss Lottie Humphries and Mr. Frank Hart.

On Saturday Mr. and Mrs. Fred Paulson, who are spending the winter in Southern California, entertained with dinner in Los Angeles at the Hotel Alexandria. Those present were Mr. and Mrs. C. W. Jones, Mrs. Holland, Mrs. William Jones and the Misses Virginia Jones and Esther Paulson.

Among Sierra Madre people who have been attending grand opera in Los Angeles this week are Mr. and Mrs. C. H. Baker, Mr. and Mrs. James R. Allen, Mr. and Mrs. E. W. Camp, Dr. and Mrs. L. L. Krebs, Mr. and Mrs. W. J. Lawless, Prof. and Mrs. John Hart, Miss Gertrude Cook, Mrs. Jack Wright, and Messrs. Perry and Blatz.

Mr. and Mrs. F. P. Conard entertained informally on Monday evening with five hundred. Favors were won by Miss Lottie Humphries and Mr. Willard Scott and music and refreshments were enjoyed. Those present were Mrs. Burton Andrews and the Misses Edith Blumer, Annis Coffey, Carrie Davidge, Lisle Smith, Humphries, Dorothy Humphries and Margerie Rice, and Messrs. Harold Davenes, Kraefft, Scott, Pool, and Burton Andrews.

On Sunday sevening at seven-thirty an interesting thank offering meeting will be given in the Congregational church by the ladies of the missionary society. Interesting addresses will be given by Mrs. Badley, who has been in the missionary field in Alaska, and by Mrs. Day, who has done considerable work in China. Mrs. Davis and Miss Nina Kirbey will speak of the work which is being done for the Indians of California. Special music will be rendered by Miss Gertrude Cook, soloist, with a duet by Mrs. Gilliland and Mrs. Day. The meeting is one of interest to all and every one is cordially invited to be present.

Mrs. Fanny Keene leaves today for Rochester, N. Y., where she expects to remain permanently.

Miss Bonnie Rockhold of Riverside has been a guest this week at the home of Mr. and Mrs. Roland Adams.

Mrs. St. John of Whittier spent Sunday in Sierra Madre visiting at the home of her daughter, Mrs. Ernest Yerxa.

Mrs. Fred Gamer of Helena, Mont., was the guest on Tuesday and Wednesday at the home of Mrs. A. N. Adams.

Miss Martha Janes of Hermosa Beach is a guest for a short time at the home of Mr. and Mrs. C. W. Burrell.

Mr. and Mrs. James Hawks and family arrived here Thursday from Alameda and will make their home here in Mrs. Laura Stevenson's residence on Laurel avenue.

Mr. and Mrs. R. J. Stukey and Miss Ruth Henderson of Altadena, who were residents for some time in Sierra Madre, were guests on Sunday at the home of Mr. and Mrs. George Humphries.

The Ancient Priscillas were charmingly entertained this week at the home of Mrs. E. H. Vannier. Sewing and social chat made the afternoon pass most enjoyably and dainty refreshments were served.

Easter Cards at the News Printery.

Safe Investments

We recommend the following as good buys

No. 178—So. East Corner Montecito and Lima, 50x150, Price **$900.**

No. 162—50x150 on Central Ave., west of Lima, being Lot 4, Prospect Tract. **Price $650.**

No. 22—Lot 16 Granite Heights Tract, 60x150. Price **$750.**

No. 31—Lot 9 Monte Lado, 100x205, street work paid. Price **$1400.**

No. 254—So. front on West Laurel Ave. Lots of shade, water piped over the lot. Price **$550.**

No. 213—Elegant home on West Highland, eight rooms furnished, lot 75x193. Price **$6500.**

No. 42—65x242, ten-room modern house furnished, on West Highland. Price **$5500.**

No. 15—100x196, southern exposure on East Laurel. Price **$1350.**

No. 259—51x150, one block from Post Office; terms, $100 down, balance monthly. Price **$600.**

No. 9—50x200, on North Lima, very fine view, $100 cash, balance to suit. Price **$800.**

No. 49—50x192, south front on Central Ave., one-half block from business section. Price **$750.**

No. 194 — 179 E. Montecito Ave., having six rooms furnished for **$1600.**

No. 19—50x170, very high, fine view. terms $50 down, balance $10 per month. Price **$450.**

No. 105—50x190, Park Manor tract, south front, sidewalk and curbing. Terms easy. Price **$575.**

No. 194—50x200, east front North Auburn, with a splendid little three-room house. Price **$1200.**

No. 210—50x190, one block to car, seventeen fine citrus trees. Price **$525.**

No. 166—50x186, with a splendid modern four-room cottage furnished, for $600 down and balance to suit. Price **$1600.**

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ORDINANCE NO. 168.

An ordinance of the Board of Trustees of the City of Sierra Madre Establishing the grades of Carter Avenue from the East line of Baldwin Avenue to the North line of Mira Monte Avenue, and of Mira Monte Avenue from Baldwin Avenue to Mountain Trail Avenue.

The Board of Trustees of the City of Sierra Madre do ordain as follows:

Section 1. That the grades of Carter Avenue from the east line of Baldwin Avenue to the North line of Mira Monte Avenue are hereby established as follows:

On the south and southwesterly side of Carter Avenue,

At the south east corner of Baldwin Avenue 1051.25

At a point 100 feet east from said corner 1054.50

At a point 120 feet east from said corner 1055.10

At a point 140 feet east from said corner 1055.54

At a point 160 feet east from said corner 1055.86

At a point 180 feet east from said corner 1056.05

At a point 200 feet east from said corner 1056.08

At a point 220 feet east from said corner 1056.00

At a point 240 feet easterly from said corner 1055.60

At a point 260 feet easterly from said corner 1054.30

At a point 280 feet easterly from said corner 1053.00

At a point 300 feet easterly from said corner 1051.00

At a point 506 feet easterly from said corner 1026.35

At the northwest corner of Mira Monte Ave. 995.65

On the north and northeasterly side of Carter Ave.,

At the intersection of a line produced north at right angle to Carter Ave., from the southeast corner of Baldwin Ave. 1053.25

At a point 100 feet east from said point of intersection 1055.50

At a point 120 feet east from said point of intersection 1056.10

At a point 140 feet east from point of intersection 1056.54

At a point 160 feet east from said point of intersection 1056.86

At a point 180 feet east from said point of intersection 1057.05

At a point 200 feet east from said point of intersection 1057.08

At a point 220 feet east from said point of intersection 1057.00

At a point 240 feet east from said point of intersection 1056.60

At a point 260 feet easterly from said point of intersection 1056.00

At a point 280 feet easterly from said point of intersection 1055.00

At a point 300 feet easterly from said point of intersection 1053.40

At a point 320 feet easterly from said point of intersection 1051.60

At a point 350 feet easterly from said point of intersection 1047.00

At a point 530 feet easterly from said point of intersection 1026.40

At a point 550 feet easterly from said point of intersection 1025.40

At a point 570 feet easterly from said point of intersection 1024.40

At the beginning of the curve at the northeast corner of Mira Monte avenue 993.70

At the end of said curve on the north line of Mira Monte avenue 990.00

SECTION 2. That the grades of Mira Monte Avenue from Baldwin Avenue to Mountain Trail Avenue are hereby established as follows:

On the north side of Mira Monte Avenue as follows:

At the northeast corner of Baldwin Avenue 1010.50

At a point 300 feet east of said corner 1009.40

At a point 400 feet east of said corner 1006.60

At the northwest corner of Carter Avenue 995.65

At the end of the curve at the northeast corner of Carter Avenue....990.00

At the intersection of the west line of Mountain Trail Avenue, produced north 945.30

At the northeast corner of Mountain Trail Avenue 943.80

On the south side of Mira Monte Avenue, as follows:

At the southeast corner of Baldwin Avenue 1005.75

At a point 200 feet east of said corner 1007.20

At a point 300 feet east of said corner 1006.40

At a point 400 feet east of said corner 1003.60

At a point 500 feet east of said corner 998.80

At a point 600 feet east of said corner 992.50

At the southwest corner of Mountain Trail Ave. 943.30

The above elevation of grades are given above a bench mark, an (X) in the curb at the northwest corner of Central and Baldwin Avenues in the city of Sierra Madre, the elevation of which is 824.19 feet.

SECTION 3. The city clerk shall certify to the adoption of this ordinance and shall cause the same to be published once in the Sierra Madre News, a weekly newspaper published and circulated in the city of Sierra Madre and hereby designated for that purpose and thereupon and thereafter it shall take effect and be in force.

The foregoing ordinance was adopted at a regular meeting of the Board of Trustees of the City of Sierra Madre, held on the 27th day of February, 1913, by the affirmative vote of at least three trustees, to-wit:

Ayes: Gray, Pegler, Steinberger, Tarr and Jones.

Noes: None.

Absent: None.

And signed and approved this 27th day of February, 1913.

C. W. JONES,
President of the Board of Trustees.

Attest:
C. H. PERRY,
(Seal) City Clerk.

Patterson's

will continue as a high class establishment selling the best to be had in

Toilet Articles **Photographic Supplies**
Stationery **Cigars** **Confectionery**
Ice Cream and Soda

We are now prepared to give better service than ever in kodak finishing.

We have also added Columbia Phonographs and Records to our stock

Merrill & Dow
Main 100 Balwin Ave.

Victor and Edison Talking Machines and Records

Kodaks and Photo Supplies

DOUCET'S
Op. P. E. Depot. Blk. 75

PAY CASH and SAVE MONEY
NORRIS' SPECIALS
FOR
Saturday, March 8th

20 lbs. Granulated Sugar	$1.00
8 lbs. Belle Fleur Apples	.25
6 lbs. Prunes	.25
6 cakes Ivory Soap, small size	.25
1 cake Capitol Scouring Soap	.04
1 lb. pkg. Baking Soda, reg. 10c	.07
1 can Sardines, reg. 10c	.06
6 doz. Clothes Pins	.10
Pot Roast, per lb.	.13
Swift's Pure Leaf Lard, per lb.	.15

Fresh Fish Every Friday
AT CASH STORE PRICES
Terms--SPOT CASH on Delivery
PHONE. BLACK 12
S. R. NORRIS, Prop. of the
Sierra Madre Dept. Store

The Continued Growth in Deposits

and the volume of business transacted by this bank proves the confidence of the community in the integrity, efficiency and courtesy of its management. Are you taking advantage of the accommodations offered by our savings and general banking departments?

4%
Paid on Term Savings

First National Bank
Sierra Madre, Cal.

CHAS. S. KERSTING, President — F. N. HAWES, Vice President
F. W. NUETZEL, Cashier — C. H. BAKER, Vice President

Oh! The Solid Comfort

in a roomy arm chair. See those we have. They are simply irresistible in their invitation to sit and rest. Mission style if you like it. All other kinds as well. All kinds of cushions too. Suitable for den, library or living room as you prefer. Have a look and you'll have one of these chairs.

J. J. BERGIEN
Blue 68 87 W. Central

We hope to have our stock re-arranged within a few days. Our patrons and all others are invited to inspect our goods and our improved facilities for good service

N. T. BROWN, Grocer
Main 46 Bank Bldg.

Phone Main 100 (Merrill & Dow, successors to Patterson's) for Crown City Laundry, also French dry cleaning. Save 35 per cent. on your laundry bills. We do not rot your clothes with bleach.

Handsomest line of post cards ever brought to Sierra Madre—at the News Printery.

People who once use News liners are apt to keep it up. That is because they find it pays.

CITY OF PARIS
Expert
French Cleaners
G. RIEHL, Mgr.
Work Guaranteed---4 Stores
Green 45. 272 W. Grand View

We don't sell Blue Sky

—We sell solid ground, improved with substantial buildings, and the opportunity to participate in business on a large scale, even though your own capital may be small.

Sierra Madre Building and Investment stock sells at par because it is worth its face value. We can satisfy you on this point if you will let us show you the present resources and the plans for expansion.

Our 7 per cent guarantee is as good as gold. If the Corporation fails to earn 7 per cent during the next two years you will receive that dividend just the same---but not out of the Corporation's treasury. It is a common practice of promoters to pay dividends out of money received from stock sales. That is ruinous and deceptive. Bear in mind that the money you pay for this stock will be **put to work.** We expect it to earn more than 7 per cent---but you are absolutely protected in your income. Come in and talk it over.

Sierra Madre Building and Investment Corporation

MEAD-GILLILAND REALTY COMPANY, Fiscal Agents

A. N. ADAMS
Opposite P. E. Station
Real Estate - - Rentals
LOANS AND INSURANCE
The Continental Insurance Co. of New York
With over $8,000,000 net surplus pays while the embers smoulder.

FEED AND FUEL TRANSFER
All kinds of stock and poultry feed. Best grades of fuel
Andrew Olsen
Red 85 Res., Black 24

TEAMING
OF ALL KINDS
Heavy Hauling. Orchard Work
T. HENDERSON
Green 29 E. Highland

Supplies For the Auto
and for the driver. We carry a complete line of togs, caps, coats, robes, lunch boxes and everything for comfort and pleasure.
Oils, Gasoline, tools and everything to make the car run right
A. L. Ryder
160 E, Colorado Pasadena

Mt. Wilson Snow Scenes at the News Printery.

Postcards at the News Printery

THE SIERRA MADRE NEWS
By George B. Morgridge

Published Fridays — Subscription $1.50 Yearly

Entered as second class matter at the post office at Sierra Madre, California

Office, Room G, Kersting Court — Opposite Pacific Electric Station
Telephone Black 42, Universal Long Distance Connections

FRIDAY, MARCH 7, 1913

Editorial Chat

Why and by whom the "editorial we" was invented is one of the mysteries. Richard of the Lion Heart is said to have established the use of the plural by royalty. But why an editor should feel called upon to follow in the footsteps of royalty is another mystery. Especially is this true where one hat serves the publisher, editor, business manager, advertising manager, bookkeeper, office boy, etc., ad infin. His duties may seem sufficiently numerous and varied to demand a multiple personality. He is so constantly reminded that he can be in only one place at a time and do one thing at a time that the average country editor probably feels queer every time he writes "we" or "us" meaning himself.

For this and other reasons the use of the plural pronoun in the first person will be discontinued in this particular column of the News. When expressing an opinion of my own I shall use the singular pronoun just as if I were having a personal chat with News subscribers. To do this it will not be necessary to buy any more type for the "cap I" box, or to make the editorial ego particularly prominent. It is done in the hope that this column may be made a little more readable and that there will be less ground for misunderstanding over expressions of personal opinion.

On Newspaper Makeup

In the past readers have spoken to me, sometimes commending, sometimes complaining, regarding "editorials" in the News when they really referred to news stories appearing on the first page and containing not a line in expression of my opinion or that of anyone else. Apparently they had never observed that every newspaper with a pretense of a "makeup" had an editorial heading under which all expressions of editorial opinion, properly called "editorials," were printed.

There has always been a pretty sharp line of demarcation between news and editorial matter in the News. When editorial opinions on debatable questions have appeared elsewhere than under the editorial heading they have usually been differentiated from the news matter by the style of composition or makeup.

Probably most News readers know that the editor prepares practically all local news matter except the notes on club affairs and the "brief items of interest." However, there can be no harm in emphasizing the fact here. I have no desire to hide behind anonymous articles or even the "editorial we" in expressing my own opinions. And it is partly to keep this point perfectly clear that the plural is eliminated.

Illustrious Examples

The use of the singular pronoun is not without excellent precedent. Reedy of the St. Louis Mirror uses it, as does the Old Alkaliar of the Artesia News. Samuel Travers Clover uses the plural pronoun in the editorial columns of the Graphic but in his breezy gossip about town he reverts to the singular and I'll venture the latter department has three readers to every one who peruses the editorials, well written as they are.

Oh, no! I make no pretense to being in the same class, editorially. Without intending any reflection on the rest of the human race I think I may claim to be merely like other folk, and singular in no way except in number. So this is the real reason why I'm cutting out the "we."

Sherer Retires at Glendale—

It was with keen regret that I read the valedictory of J. C. Sherer as editor of the Glendale News last week, A. T. Cowan of Illinois having bought the paper which Sherer has published for six years. Brother Sherer's politics were not of the brand which appeal to me (something of a co-incidence that timed his retirement with that of the Taft administration). But in politics as in everything else his sincerity and honesty were evident. His editorial page was always worth reading and the current phrase "a scholar and a gentlemen" fits him with literal accuracy. I know every editor in Los Angeles county will wish him success in whatever he undertakes and hope that he will not get out of touch with the craft.

The Real Fashian Show—

Los Angeles is revelling in the greatest fashion show ever seen there this week. On Broadway? Oh, piffle! Grand opera, of course, at seven dollars per. If you don't believe it read the papers. Half a column about the opera and the singers and a page or two enumerating the so-called society swells and cataloging their gowns and jewels. It would be cheap snobbery to suggest that a person is incapable of appreciating good music because expensively clothed and occupying seats which nine-tenths of the real music lovers could not afford. But the spectacle at the Auditorium this week puts a keen edge on the hope that the best music coming to Los Angeles can soon be heard in a great big municipal auditorium containing seats enough to make reasonable admission charges possible.

Bury the Hatchet NOW—

There's just Irish enough in me to suggest that we had better not cut down our street trees before they are planted. In other words, don't let differences of personal opinion interfere with the plans for general street beautification. If everyone will keep good natured, be ready to concede the other fellow a fair measure of good sense, to yield a point now and then, and boost the movement as a whole, matters will be greatly simplified and Sierra Madre will have reason to boast of her beautiful streets in a few short years.

G. B. M.

Orange and Lemon Land Located in a PROVEN District

Those who contemplate purchasing citrus land will be interested to know the many advantages North Whittier Heights has to offer.

In selecting land for Orange or Lemon culture one should investigate conditions thoroughly, to avoid the possibility of future disappointment.

Sol, water, drainage, relative elevation—all are of utmost importance. North Whittier Heights has all of these features, and is in a **proven** citrus district. Young groves adjoining this property, on land **less favorably located,** were not seriously injured by the recent cold spell.

The soil at North Whittier Heights is a deep rich loam, of the same character as the Whittier soil, which is widely known for its wonderfully productive qualities. It is easily worked, and retains moisture exceptionally well, requiring much less irrigation and fertilizing than the average soil of Southern California.

The land is being sold in 5-acre tracts, **with water** on terms of one-fifth cash, one-fifth in two years, and the remaining three-fifths in five years from date of purchase.

Water will be delivered to the highest point of each 5-acre tract, and one inch allowed for each five acres—more than sufficient for all irrigation requirements.

The complete irrigation system will be completed and in operation in time for Spring planting, and will be turned over to purchasers of land free of bonds or other indebtedness. A separate system will be installed for supplying domestic water.

North Whittier Heights is owned by the Whittier Extension Company; Edwin G. Hart, and Volney H. Craig, managing agents. The company is prepared to plant groves to order on most favorable terms; and will care for groves until maturity, at moderate cost, when desired.

North Whittier Heights is only 15 miles from Los Angeles—less than half an hour by auto. The location is ideal.

For further information regarding North Whittier Heights, call on or address Edwin G Hart, general sales agt, 917-923 Union Oil Building, Los Angeles. Write for illustrated Map Folder.

STUDEBAKERS
FOR
PROMPT DELIVERY
—new models and new prices. They are growing in popularity every day. We will arrange for a demonstration at any time to suit your convenience
Sierra Madre Garage
MILTON STEINBERGER, Prop.
Phone Main 110 37-39 W. Central

RENAKER & GAY
FUNERAL DIRECTORS
Auto and Horse Drawn Ambulances
Resident Undertaker. Olsen Bldg. Lady Assistant
Cor. Baldwin and Central *Telephone Main 93*

Springtime Laces
Our Spring Display of LACES is ready—it is a most representative offering—the qualities are very rare and just variety enough to make our assortment a veritable feast. There are All-Overs in shadows, Edges from 1 1-2 inch Frills to the wider ones, 14 inches for Flouncings—Bohemian Bands in white and ecru—Lace Bands in Flat Venice—beautiful wide Cluneys and Armenian Edges—and the very latest in Lace Creations—Carrickmacross, in Bands and All-Overs.
Herman A. Hertel
Both Phones 407 PASADENA 41-47 N. Raymond

FOR SALE

$2500 Seven-room modern bungalow, large. Terms Worth $3000

$2300 Buys 6-room modern furnished house, close in.

$650 Buys corner lot 55x135. with fruit trees and 2-room house.

$1050 Buys 4-room furnished cottage: lot 50 x 190; close in.

$1400 Buys corner lot, Baldwin avenue, in business center.

$3100 New 7-room furnished modern bungalow east front, beautiful location. Without furniture, $2800.

$450 buys fine lot 50x150, east front with walls and curbs etc.

A. N. ADAMS
Black 9, Opp. P. E. Station

News Liners

Advertising inserted under this heading at the rate of five cents per line or each insertion.

MISCELLANEOUS

FOR SALE—No. 90 E Central, 6-room house, modern, lot 50x190. Close in and very desirable. Price $2,500, terms easy. Mead-Gilliland Realty Co. 22tf.

WANTED—Ladies' fine laundry work done at home, reasonable rates. Mrs. Somner, 514 W. Highland. 23*

FOR SALE—Hatching eggs, thoroughbred R. I. Reds and White Wyandottes. 197 N. Auburn. 24*

LOST—Sunday evening, bunch of keys on ring. Finder please leave at News office 23*

STRAY—Dark bay mare, weight about 700 pounds, back feet white, wire cut around left hind knee. Owner can call for same at first house west of Library, Central Avenue or phone black 94.

RELIABLE BLACKSMITH WORK

Other blacksmiths come and go, but Frank Holbrook continues in business at the same old stand. At present he is the only blacksmith in town, and will give you the same reliable service as always in the past. Mariposa, west of Hermosa. Phone Red 7.

Comic and serious postcards, clever and artistic designs at the News Printery.

Easter Folders at the News Printery.

CERTIFICATE OF BUSINESS
Fictitious Firm Name

State of California, County of Los Angeles: ss.

A. S. Mead and W. L. Gilliland, being duly sworn, say that they are partners, doing business in the City of Sierra Madre, State of California, under the firm name of Mead-Gilliland Realty Company; that the names in full of all the members of such partnership, and their places of residence, are as follows, to-wit: A. S. Mead, residing at 258 East Central Ave., Sierra Madre, and W. L. Gilliland, residing at 58 West Grand View, Sierra Madre; that the place where the business of said partnership is transacted is at Kersting Court, City of Sierra Madre, State of California.

In witness whereof we have hereunto set our hands and seals this thirteenth day of February, 1913.

A. S. MEAD.
W. L. GILLILAND.

State of California, County of Los Angeles: ss.

On this thirteenth day of February, 1913, before me, a notary public in and for the County of Los Angeles, State of California, personally appeared A. S. Mead, and W. L. Gilliland, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged that they executed the same.

S. R. G. TWYCROSS,
Notary Public in and for said County of Los Angeles, State of California.
20-24

TOILETS!
We are offering our customers the special discount we were allowed on a recent shipment of **white enameled porcelain low-down toilets.** Come in and inspect them
Our prices on all plumbing work as low as any non-resident plumbers, **quality of work considered.** We are here permanently to stand back of our work
Sierra Madre Hardware Co.
Phone Main 98 31-33-35 W. Central Ave.

M. D. WELSHER
GROCER
MAIN 6

DRUGS and SUNDRIES
Sickroom Supplies Toilet Articles
Best Family Remedies
Candies and Cold Drinks
Christopher's Ice Cream
Sierra Madre Pharmacy
F. H. HARTMAN
Sunday Hours 8—11 a. m. 2—5 p. m. Phone, Black 52

SIERRA MADRE FEED & FUEL CO.
TRANSFER AND EXPRESS
— DEALERS IN —
Hay, Grain, Coal and Wood
POULTRY SUPPLIES
BOTH PHONES MAIN 50
Office and Warehouse 36 N. Lima Sierra Madre, Cal.

HERD TUBERCULAR TESTED
We deliver twice daily to all parts of the city
For Milk and Cream Phone Blue 14
LIVE OAK DAIRY
M. STEVENS, Proprietor
Our Motto is to Please Try us. Phone Blue 14

Pay Rent to Yourself!
Here's a chance to put your rent money back into your own pocket: New 9-room house, with two baths and screen room, modern and well-planned, beautifully situated on 100x120 ft. corner facing improved street. $1000 down, balance like rent
S. R. G. TWYCROSS
Real Estate Rentals Insurance Notary

"Have You Tried It Yet?"—"Tried What?"
"Why the Bread, Cakes and Pies baked fresh every day by the Sierra Madre Bakery." "Well I should say so, the best I ever ate—Better than mother used to make.
Phone Red 22 D. J. MILLARD, PROP. Baldwin Ave.